

09849783 - GAU: 3624

Attorney Docket No. DEM1P006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: NEAL et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Van Doren, Beth

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED PROMOTION EVENT CALENDAR Confirmation No.: 9893

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

November 30, 2005

Dear Sirs:

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on November 30, 2005.

Signed: _____

Kang S. Lim

INFORMATION DISCLOSURE STATEMENT FILED

UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner's attention in the referenced application.

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

12/06/2005 NROCHA1 00000016 09849789

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /S.J./

Patent Application

Attorney Docket No. DEM1P006

- ___ 37 C.F.R. § 1.97(b). This Information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.
- X 37 C.F.R. § 1.97(c). This Information Disclosure Statement is filed after the period specified in C.F.R. § 1.97(b), but is believed to be filed before the mailing date of either (i) a final action under § 1.113 or, (ii) a notice of allowance under § 1.311.
- ___ A certification pursuant to 37 C.F.R. §1.97(e) or
- X A Credit Card Payment Form authorizing the charge of \$180.00 for the fee under 37 C.F.R. § 1.17(p).

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198. The Commissioner is authorized to charge any additional fees that may be due to our Deposit Account No. 50-2766 (Order No. DEM1P006).

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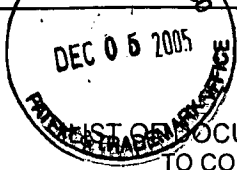
Respectfully submitted,



Kang S. Lim
Attorney for Applicant(s)
Reg. No. 37,491

CUSTOMER NO. 36088

\\KSL IDS d

	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. DEM1P006	SERIAL NO. 09/849,783
	U.S. PATENT DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56		APPLICANT NEAL	
			FILING DATE 05/05/2001	GROUP 3623

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	6,910,017	06/21/05	Woo et al.			
	AB	6,546,387	04/08/03	Triggs			
	AC	2002/0198794	12/26/02	Williams et al.			
	AD	2002/0107819	08/08/02	Ouimet			
	AE	6,405,175	06/11/02	Ng			
	AF	2002/0042739	05/11/2002	Srinivasan et al.			
	AG	5,212,791	05/18/93	Damian et al.			
	AH	4,744,026	05/10/88	Vanderbei			
	AI	3,017,610	01/16/62	Auerbach et al.			

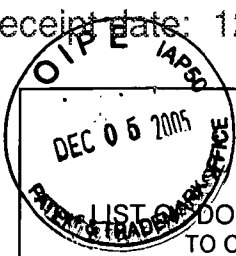
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	BA	"KhiMetrics Helps Retailers Increase Margins With Two New Tools for Their Retail Revenue Management Application Suite." PR Newswire, March 1, 2001.					
	BB	"KhiMetrics and Retek Form Marketing Alliance for Comprehensive Retail Pricing Solution." PR Newswire, February 19, 2001.					
	BC	Barth, Brad, "ShopKo Holds the Price Line." Daily News Record, page 10, October 4, 2000					
	BD	"Manugistics Agrees to Acquire Talus Solutions." PR Newswire, September 21, 2000.					
	BE	"Goodyear Implements Trilogy's MultiChannel Pricing Solution as Its Enterprise-Wide E-Pricer Platform." Business Wire, page 2286, June 27, 2000.					
	BF	"IMRglobal Signs New Product Implementation Agreement with Retek to Improve Retail Pricing and Markdown Process." Business Wire, page 1590, June 7, 2000.					
	BG	"New Tools for Modeling Elasticity, Optimizing Prices and Collecting Live Pricing from the Web to Debut at Retail Systems 2000 in Chicago." Business Wire, page 1484, April 18, 2000.					
	BH	Kadiyali et al., "Manufacturer-retailer Channel Interactions and Implications for Channel Power: An Investigation of Pricing in Local Market", Marketing Science, Spring 2000, V. 19, Issue 2.					

EXAMINER /Scott Jarrett/	DATE CONSIDERED 10/19/2009
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /S.J./



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ATTY. DOCKET NO.
DEM1P006

SERIAL NO.
09/849,783

**DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56**

APPLICANT

NEAL

FILING DATE
05/05/2001

GROUP	3623
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

BI	Andrew B. Gelman et al., "Bayesian Data Analysis", pgs. 439-455, Chapman & Hall/CRC, First Edition 1995, Reprinted 2000.
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BJ Smith et al., "A Discrete Optimization Model for Seasonal Merchandise Planning." *Journal of Retailing*, vol. 74, no. 2, page 193(29), Summer 1998.

BK	Abraham, Magid M. and Leonard M. Lodish, "Promoter: An Automated Promotion Evaluation System," <i>Marketing Science</i> , Vol. 6, No. 2, 1987 (p. 101-123).
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BL Little, John D. C., "Brandaidd: A Marketing-Mix Model, Part 1: Structure," Operations Research, Vol. 23, No. 4, July-August 1975 (p. 628-655).

BM	Cerf, Vinton G. and Robert E. Kahn, "A Protocol for Packet Network Interconnection," IEEE Transactions on Communications COM-22, May 1974, (p. 637-648).
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BN	Flanagan, David, "Javascript: The Definitive Guide, 3 rd Edition," published by O'Reilly in June 1998 (ISBN 1-56592-392-8) section 14.8.
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BO Berners-Lee, T., "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).

BP	Tellis, Gerard J., and Fred S. Zufryden, "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why," <i>Marketing Science</i> , Vol. 1, No. 34, 1995 (pages 271-299).
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EXAMINER /Scott Jarrett/

DATE CONSIDERED 10/19/2009

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